

WORLD MILLWORK ALLIANCE

SUITCASING POLICY

WMA has a zero-tolerance policy regarding suitcasing.

World Millwork Alliance (Show Management) takes every measure in preparing and planning for its upcoming WMA Millwork Convention & Tradeshow to ensure your company has a successful show.

WHAT IS SUITCASING?

Suitcasing is a parasitic business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, tradeshow-only badge, etc.) and then solicit business in the aisles or other public spaces used for the event. Any WMA attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than exhibition floor and at other events. Show Management must be informed of any hospitality suites and expressed consent must be received prior to the event.

WHAT SHOW MANAGEMENT WILL DO

Show Management will respond to all complaints regarding suitcasing. If it is determined, an attendee is soliciting business in the aisles or other public spaces, or in another company's booth, the attendee(s) will be asked to leave immediately. Other penalties may apply, including suspension from participation in future WMA events.

WHAT CAN YOU DO?

If you suspect another company of suitcasing – report this to the Show Management and someone from Show Management and / or a member of the EPC will come to your booth immediately to investigate the complaint and determine what action may be taken, including meeting with the company that is accused of suitcasing. One or more of the following may occur: remove anyone found violating the suitcasing policy; or if deemed advisable, Suitcasing Prevention Committee will attempt to bring the accuser and alleged violating party together in a meeting in the Show Management office in an attempt to resolve the matter; or take no action if it is determined there is no action necessary.

EXHIBITORS WHO ARE SUITCASING

Exhibition Rules, Regulations and Policy must be observed at all times. Violation of the Exhibition Policy could result in any or all the following actions at the discretion of Show Management: booth closure; loss of five (5) years seniority; and exclusion from future Conventions & Tradeshow event.

Specific rules that apply to any party in a dispute situation are:

- Do not enter or loiter around the booth of the other party.
- Do not harass or antagonize the other party.
- Do not remove anything from any exhibitor's booth.
- Do not register or give a badge to anyone not qualified to be at the Convention.

SHOW RULES

Suitcasing and the Exhibition Policy must be observed at all times. It is Show Management's objective is to do everything legally possible to protect you from suitcasing.

OUTBOARDING

Outboarding is defined by the International Association of Exhibitions and Events (IAEE) as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer, and which seeks to benefit from the audience the organizer attracts.

WMA considers Outboarding to be unethical business conduct.

Our Exhibitors and event Sponsors invest significant financial and other precious resources in the planning and execution at Show. Their financial resources are at risk as are the business reputation and good will that are vital elements of an exhibitor and a sponsor's business success. WMA works diligently to protect our exhibitors' and sponsors' investment in the event by taking a firm stance against outboarding. We encourage official exhibitors to host parties and special events to before and after show hours and not during WMA invested program event schedule, and these activities should never be functions that compete against those who are making an additional investment in their brand at WMA. During show hours, it is strictly prohibited to conduct education inside of meeting rooms or to promote any activity that directly competes with WMA.

TO OUR SPONSORS, EXHIBITORS, PARTNERS, AND ATTENDEES, we ask that you decline invitations that conflict with the official WMA activities and programming, and that you report violations to WMA Show Management. Thank you for your support to WMA and for your efforts to prevent these damaging practices.

- WMA Millwork Convention and Tradeshow